

WAVOTO'S GO LIVE WEBSITE AUDIT CHECKLIST

Website Front

- ☐ CHECK FOR SPELLING/GRAMMATICAL ERRORS
Read every word on your website, correcting any errors.
- ☐ TEST ALL LINKS
Go through your website clicking on every link and button.
- ☐ TEST ALL FORMS
Go through your website filling out every form + checking their confirmation.
- ☐ CHECK MOBILE RESPONSIVENESS/DISPLAY
Look at your website in mobile view, checking everything appears right.
- ☐ CHECK FONT + COLOR CONSISTENCY
Make sure your font usage is consistent and brand colors are seen throughout your website in images and elsewhere.
- ☐ CHECK YOUR FAVICON
Make sure your browser tab reflects your logo or brand.

Back Office

- ☐ CHECK "FROM" EMAIL ADDRESS
Make sure your emails come "from" you.
- ☐ CHECK AUTORESPONDER DELIVERY
Make sure any autoresponders that are attached to a form are delivered.
- ☐ CHECK SEO
Look through the SEO for each page, double checking for titles, descriptions, keywords, and images.
- ☐ CHECK AUTORESPONDER COPY
Make sure all emails are updated and set to send at the right time.

After Audit

- ☐ GO LIVE + GET SSL CERTIFICATE
Take your website live and add your free SSL certificate through Wavoto.
- ☐ CONNECT GOOGLE ANALYTICS
Open a [free Google Analytics account](#) to track your website traffic.

